

MOTOR TRADES GET AD. TIPS

Lunchers Listen to E. W. d'Allemand, A. B. Albro and Factory Men.

Advertising in relation to salesmanship in the motor industry was the keynote of the addresses at the weekly luncheon of the El Paso Motor Trades association at Hotel Sheldon Monday. There was a large attendance and A. T. Simpson, of the Simpson-Rice company, presided. It being "Roamer-White" day, Walter Davis sang several songs during the luncheon and E. W. d'Allemand was called upon as the first speaker.

The ad club secretary told of the efforts to end cutthroat competition in Denver a few years ago and of a successful organization of automobile and accessory dealers there. He urged the adoption here of the Chicago plan of a specified "trade-in" price for all old cars.

Saysought to use "Local Copy."

A. B. Albro spoke on advertising as applied to salesmanship and declared that the automobile men of El Paso are using too much "mail," or factory prepared copy and not enough local copy with a "punch" applied directly to local conditions.

George Schick, of the Hamilton Institute, told of the cooperation of the selling and advertising departments of that organization. Robert Nelson, of New York, added a couple of capital jokes to drive home the points made by the previous speakers. Hal Hillman, of Dallas, factory representative of the Paige, also spoke.

Next Monday will be "Kelly" day in charge of the Ross Rubber company.

GLOBE GIVES OPTION FOR ELECTRIC LINE TO MIAMI

Globe, Ariz., April 23.—An option of 30 days has been granted E. Sultan by the city council for the laying of double tracks on Broad street for an interurban electric line, connecting Miami with Globe. The line is expected to cost \$250,000, including the cost of the tunnel, cost of rights of way, grading and equipment. The round trip fare is to be 25 cents, less than half the present auto charge.

POINTED VIEWS OF 4 HOUSTON PEOPLE

Messrs. Clond and Lyon and Messdames Wooding and Sharer Make Brief Statements.

Among two hundred interviews of Houston people on the subject of Vitalitas the following are selected at random.

"I sincerely believe Vitalitas is the best tonic a man can take. I had a very bad spell of yellow jaundice and was yellow as a pumpkin. Two bottles of Vitalitas has brought back my good complexion and I am feeling fine."

"Vitalitas is truly wonderful as an appetizer. I have been troubled with indigestion, but after taking Vitalitas it seems that I can digest anything."

"I will add my testimony to the many others which you have. Vitalitas has helped me greatly. I testify as to its merits as a kidney remedy." Mrs. E. V. Wooding, 1211 Texas Ave.

"I want to tell you what happened after taking Vitalitas. My appetite increased wonderfully. Rich blood began to color my cheeks. I am sure have felt fine since using Vitalitas." Mrs. W. H. Sharer, 2115 1/2 Congress Ave.

Vitalitas should be in every home as a Spring tonic. It is sold by Kelly & Pollard's Drug Store. Also Talbot's Drug Store, Columbus; Columbus Drug Store, Douglas; Douglas Drug Store, Douglas and Bishop Drug Store, Bishop.—Adv.

THREE MEN GET JAIL SENTENCES

Minor Cases Dispatched by Judge West; Gottwald Case Set for Tuesday.

Eddie Beveridge, who was indicted by the federal grand jury on a charge of violation of the Mann "white slave" act, entered a plea of guilty before Judge Duval West Monday in United States district court, and was sentenced to six months in the county jail.

Beveridge was arrested by federal agents in Chicago, Ill., last December, and was extradited from there to El Paso to stand trial. He was alleged to have transported a woman from Miami, Ariz., to El Paso for immoral purposes.

Lasky and Mayo Sentenced.

Sam Lasky, who was found guilty by a jury in United States district court Saturday on a charge of conspiring to carry on a traffic in drugs in violation of the Harrison drug act, was sentenced by Judge Duval West to 60 days in the county jail and fined \$100. I. G. Mayo, who pleaded guilty to a charge of having conspired with Lasky, was sentenced to 60 days in jail and Charles Erhardt, who also pleaded guilty to the charge, was fined \$100.

Gottwald Case Again Continued.

On the application of the attorney for Franz Gottwald, a German, who is seeking a writ of habeas corpus for his release from the German internment camp at Fort Bliss, the habeas corpus proceeding for Monday was continued until 9 o'clock Tuesday morning. Gottwald's attorney said that he was not ready to try the case Monday.

THE COURTS

24TH DISTRICT COURT.

W. D. Howe, Presiding.

State vs. Los Dos Republicans club. Injunction case, postponed until Tuesday.

Evelyn Martin vs. A. J. Martin. Divorce, filed.

65TH DISTRICT COURT.

Barthold Goldwell, Presiding.

A. D. Blakesley vs. Linns Blakesley. Divorce, filed.

1ST DISTRICT COURT.

W. B. Ware, Presiding.

J. Cranch and G. R. Cranch vs. A. F. Mahoney, et al, suit on notes, filed.

HERE TO ADJUST CLAIMS.

R. L. McKibben, general baggage agent of the Southern Pacific system, stationed at Houston, Tex., is in El Paso on business pertaining to the adjustment of claims.

OPHELIA



F. H. FLETCHER'S FEDERAL AT 4

Acme Laundry President Expires at Home Here Sunday; From Arkansas.

The funeral of Frank M. Fletcher, 57 years of age, who died at his home, Brazos flats, 514 Mesa avenue, Sunday afternoon at 2 o'clock will be held this afternoon at 4 o'clock from the chapel of the McBean, Simmons and Hartford company. Burial will be in Evergreen cemetery.

Mr. Fletcher was president of the Acme Laundry company, having lived here for the past four years. He came here from Roswell, N. M., where he lived for two years. His home was formerly in Little Rock, Ark., where he was engaged in a wholesale coffee and grocery business. Mr. Fletcher was a Knight Templar, 12th degree Mason and a member of the Shriners, in Little Rock, Ark., and also of the Elks, at Roswell, N. M.

He is survived by his widow, a daughter, Mrs. J. B. Miller, of Little Rock, Ark., and two sons, J. L. and F. D. Fletcher, of El Paso.

WIFE OF JOS. KINSWORTHY, 20TH INFANTRY BUGLER, DIES

The funeral of Mrs. Joseph Kinsworthy, who died in the county hospital after an illness of five days, was held at the residence, 1189 Sherman avenue, Saturday afternoon at 1:30 o'clock. Interment was in Concordia cemetery.

Mrs. Kinsworthy is survived by her husband, Joseph Kinsworthy, bugler, company E, 20th Infantry, Fort Bliss, a son, Herbert, 20 months old, and a mother, Mrs. Mamie Phillips, of Galveston, Tex.

Mrs. Kinsworthy, who was 39 years of age, was born in Galveston. She joined her husband at El Paso July 1, 1916. Mrs. Phillips, who came to El Paso from Galveston, is a native Texan and will assume charge of the young son and returned to her home Monday with him.

BODY OF A. O'BRIEN TO BE SHIPPED TO MERIDEN, KAN.

The body of A. O'Brien, 32 years of age, who died in a local hospital Sunday afternoon from gunshot wounds, will be sent to Meriden, Kan., his former home. The sister, Mrs. O'Brien, of the deceased, Mr. and Mrs. J. C. Bevel, who have been with O'Brien for several days, will accompany the body. O'Brien, who lived at 205 East Boulevard, was a Southern Pacific brakeman, was shot Wednesday night near First and Park streets. It was reported that he was walking there with the wife of a soldier.

Sergeant Charles McGowan, M. troop, Eighth cavalry, who detected the crime and is said to have made a signed statement to the officers, after being identified by O'Brien at the hospital.

WILSON H. RAUM.

Wilson H. Raum, 25 years of age, died at the home of his father, W. H. Raum, 1005 Nevada street, at 10:35 Monday morning. He had been ill for about five months. He was a member of the firm of Edmundo and Raum. Funeral arrangements have not been completed. His father is connected with the El Paso foundry.

G. E. GONGER DIES.

Cornelius A. J. Hall Monday morning held an inquest over the body of G. E. Gonger, age 31, who died early Monday at 1109 Chester street. Death was due to hemorrhage. He came here from Ithica, N. Y., several weeks ago, accompanied by his wife. The body will be sent to his former home.

WILLIAM CARTER WHITE.

The funeral of William Carter White, who died in his apartment, 504 North Kansas street, last Monday afternoon, was held Sunday afternoon at 2 o'clock in the chapel of the McBean, Simmons and Hartford company, under the auspices of Elks' lodge No. 157. The body was sent to Haymarket, Va.

G. W. O'DELL.

G. W. O'Dell died at a local hospital Monday morning at 7:30 o'clock after an illness of four weeks. The body is being held by McBean, Simmons and Hartford awaiting advice from the father of the deceased, who is in Field, N. M.

DAVID SPILSBURY.

The funeral of David Spilsbury, who died Wednesday afternoon, was held Sunday afternoon at 2:30 o'clock at the chapel of the McBean, Simmons and Hartford company. Burial was in Concordia cemetery.

WEATHER BULLETIN

U. S. DEPARTMENT OF AGRICULTURE.

WEATHER BUREAU.

Observation taken at 8 a. m. 75th meridian time 8 a. m. El Paso time, April 23.

Forecast.

El Paso and vicinity.

Monday, clear.

Tuesday, fair.

New Mexico—Fair tonight and Tuesday.

Texas—Fair tonight and Tuesday.

Arizona—Fair tonight and Tuesday.

California—Fair tonight and Tuesday.

West Texas—Fair tonight and Tuesday.

Relative humidity in El Paso at noon.

Monday, 54 per cent.

Precipitation in last 24 hours (inches).

Weather at 8 a. m.

Lowest Temp.

Highest Temp.

Temp. at 3 p. m.

Abilene 58 54 cloudy

Alamo 58 54 cloudy

Albany 58 54 cloudy

Albuquerque 58 54 cloudy

Alhambra 58 54 cloudy

Alma 58 54 cloudy

Alton 58 54 cloudy

Alvord 58 54 cloudy

Alvord 58 54 cloudy

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GET IT AT McMICKLE'S

Wonderful Grocery Savings

We are in the grocery business and our object is to save El Paso and people and Vicinity money on their table expenses. Eatables, now days are quite an object. We have price, quality and quantity for your big round dollar. Look 'em over—

McMICKLE MAKES THE PRICE.

Peaches in qt. Cans HIGH GRADE Can 16c
TUNA FISH-Reg. 30 Seller-Can 14c

FREE WITH EACH ORDER \$1.00 GROCERIES WE WILL GIVE A PAINTING FREE
OUTFIT FOR THE SCHOOL KIDDIES—COME EARLY

Bread, 3 5c Loaves 10c Tooth Picks, 3 5c Pkgs. 10c

FLOUR, Elk High Patent (Every Sack 100 POUNDS \$5.30
Guaranteed) 50 POUNDS \$2.95 24 Lbs. \$1.50

Salmon, tall, 10c; dozen \$1.20
Salmon, flat can, 12c; dozen \$1.35
Sardines, regular 15c can 10c
Lobster, regular 20c can 10c
Lobster, regular 35c can 20c
Dry Shrimps, regular 20c can 12c
Dried Beef, can 15c
Corned Beef, can 25c
Milk, tall can 12c
Milk, small can 6c
Marshmallows, car 7 1/2c
Fly Swatters, each 5c
Fly Paper, 5 double sheets 8c
Paper Towels, 35c size 10c
Corn Flakes, 9-10c packages 50c
Bulk Baking Powder, pound 5c
Liquid Veneer, 25c size 15c
Candles, best, each 1c
Tore Polish, 10c bar 5c

TABLE FRUIT in Quart Cans, Assorted, Can 20c; Dozen \$2.40

DUTCH CLEANSER, Two 10c Cans 15c; Dozen 89c

SOAP, Big Yellow 60 to 70 Bars to Case, 5 Bars 25c; Case \$2.75

COFFEE, McMickle's Morning Joy, It Satisfies, Try a Pound, Lb. 30c

Karo Syrup, 1 1/2-pound can, 2 for 15c

Karo Syrup, 2 pound can 10c

Bliss Sorghum, quarts 10c

Bliss Sorghum, half gallon 20c

Bliss Sorghum, gallon 40c

Country Sorghum, quarts 15c

Velva Syrup, 2-10c cans 15c

Velva Syrup, quart can 15c

Velva Syrup, half gallon can 30c

Mary Jane Syrup, gallon 40c

Jam, regular 20c jars 11c

Jelly, regular 15c jar 9c

Honey, pint, 20c; quart 35c

Spuds, 4 pounds 25c

Celery, bunch 10c

Lettuce, 2 heads 15c

Apples, eating, 4 pounds 25c

Oranges, dozen 10c

Bananas, dozen 20c

Fresh Asparagus, 3 bunches 25c

Fresh Tomatoes, pound 15c

New Potatoes, 3 pounds 25c

Lemons, best, dozen 15c

Rice, 3 1/2 pounds, 25c; 15 pounds \$1.00

TOILET SOAP, Unlabeled, Regu'ar 5c and 10c Bars, Tuesday Only 2c

PATTA CAKE FLOUR---Add Water Only, Try a Package---Only 20c

STRAWBERRIES---Fresh Every Day Special---Box Only 9c

PECANS, Medium Size, Fresh Stock---Nice Ones---Pound 15c

Meat Special For Tuesday

HOMEMADE SAUSAGE---Best Quality---Pound 11c

MACKEREL, Medium Size, 2 Pounds 15c

MUTTON STEW, Best, Pound 10c

MUTTON CHOPS, Best, Pound 13c

LARGE MACKEREL, each 12c

MUTTON SHOULDER, Pound 10c

MUTTON LEG, lb. 15 1/2c

MAIL ORDERS

Receive prompt attention. Money, Postal or Express Order must accompany every order. We will deliver your goods free to any depot in El Paso. Since we sell for cash only and do not run a delivery or credit system, we are now in a position to sell you goods at very low prices. Send in your list and give us a chance to figure with you. As these specials can't last long send your order in at once. Out of town customers receive the same prompt attention as our regular city customers. Everything absolutely guaranteed and if goods are not as represented, your money will be refunded without any hesitation.

Originators, Not Imitators.

McMICKLE'S

YOU CAN ALWAYS DO BETTER AT McMICKLE'S.

600-2-4-6 San Antonio St. East of Court House

OFFERS CHARLES BANDEEN TAXPAYERS' AUDITORSHIP

Charles N. Bassett, president of the El Paso Taxpayers' association, has wired Charles Bandeen of New York city, offering him the position of auditor of the association. Mr. Bandeen was recommended by Charles A. Beard, supervisor of the municipal bureau of research of New York city.

Mr. Bassett will send out Thursday a letter to the taxpayers of the county appealing for members and cooperation. He has arranged with A. E. James, secretary and auditor of the New Mexico Taxpayers' league, to deliver an address at a luncheon to be held at the Paso del Norte hotel Friday noon. A public mass meeting will be held Friday evening in chamber of commerce hall which will be addressed by Mr. James.

DRYNESS IS MENACE TO ALAMO NATIONAL FOREST

Albuquerque, N. M., April 22.—Fourteen fires have been extinguished to date on the Alamo national forest, according to a report received by the district forester's office here. The exceptionally dry spring is said to threaten an early and serious fire season.

ORGAN RECITAL GIVEN SUNDAY NIGHT AT ST. CLEMENT'S CHURCH

An organ recital was given in St. Clement's Episcopal church, following the evening service Sunday, by the church choir master and organist, H. G. Bastow on the new pipe organ recently installed in the church, the largest in the southwest.

The recital is one of a series which have been conducted at St. Clement's church since the organ was installed. In the recital Sunday night both the power and brilliancy of the new organ was brought out in the selections, which included "Finland," a tone poem by Sibelius, "Springtime" and "The March of the Prophets."

FIRE IN PRINTSHOP BURNS HOLE IN HERALD MAIL ROOM

A hole was burned through the ceiling of the mailing room in the rear of The Herald building at 1:10 o'clock Monday morning when fire started in the composing room of the El Paso Printing company, occupying the floor above the mailing room. The fire was extinguished by chemicals. Companies 12 and 13 of the city fire department answered the alarm.

Women farm and laborers in the United States number over 1,500,000.

BANKING BY MAIL 4% COMPOUND INTEREST

A request for our new free booklet, "Banking by Mail" carries with it no obligation to open an account. All we ask is an opportunity to explain clearly why your savings should earn 4 percent and why your money will be absolutely safe if sent by mail to this institution. You may have occasion to thank us for this suggestion.

Write today and ask for our New Booklet.

El Paso Bank & Trust Company

A Guaranty Fund Bank. El Paso, Tex.

Your Home Reflects Your Character

TELL US YOUR PAINT TROUBLES.

TUTTLE PAINT & GLASS CO.

210-212 North Stanton Street. Phones 205-206

Sincere Service.

UNION DRUG CO.

Union Drug Co., Inc.

Corner San Antonio and Stanton Sts.—"Trust Building."

WE DELIVER—CALL 2013



El Paso Chautauqua

April 26 to May 2nd

Buy Your Ticket Now

This Notice is complimentary of the First National Bank of El Paso, Texas.

THE FIRST NATIONAL BANK

EL PASO, TEXAS